

**Subject:** RE: RE: International Sports Walk of Fame [update]  
<josh@southpark.la>, Nick Griffin <NGriffin@downtownla.com>  
**From:** "Jessica Lall" <JLall@ccala.org>  
**Date:** 02/24/2017 10:16 AM  
**To:** "Dennis O'Donnell" <dennis.e.odonnell@gmail.com>, "Bud Ovrom" <@>

Thanks, Bud, for connecting us.

Dennis – I would be happy to meet with you. With it being my second month, it may have to wait until after our Annual Fundraiser in May, but Shawn can help set up a time.

I'm copying Nick Griffin from the Downtown Center BID and Josh Kreger from the South Park BID. Both handle economic development efforts and have info/stats/reports that will help answer some of your questions.

Thanks so much.

Best,

Jessica Lall  
[jlall@ccala.org](mailto:jlall@ccala.org)  
213-416-7512

**From:** Dennis O'Donnell [mailto:dennis.e.odonnell@gmail.com]  
**Sent:** Wednesday, February 22, 2017 12:59 PM  
**To:** Bud Ovrom <bud.ovrom@lacity.org>  
**Cc:** Jessica Lall <JLall@ccala.org>  
**Subject:** Re: International Sports Walk of Fame [update]

Thank you sir! Jessica I look forward to any info your office can provide. Carmine and I would like to meet with you again if possible and maybe introduce the team we've assembled since last we saw each other.

All best,  
Dennis

On Feb 22, 2017 12:51 PM, "Bud Ovrom" <[bud.ovrom@lacity.org](mailto:bud.ovrom@lacity.org)> wrote:

Dennis

I think the Central City Association will have the kind of information you are seeking. I am copying Jessica Lall, the head of the CCA.

Jessica,

Dennis is working with AEG and CD9 for a Sports Walk of Fame (think Hollywood Stars) around Staples/La Live and the LACC. Any assistance you can provide him on the info he seeks would be much appreciated.

Thanks

Bud

Sent from my iPhone.

On Feb 22, 2017, at 8:45 AM, Dennis O'Donnell <[dennis.e.odonnell@gmail.com](mailto:dennis.e.odonnell@gmail.com)> wrote:

Good morning Bud,

As we are building our sponsorship conversations about why DTLA is the perfect home for the International Sports Walk of Fame, it would be great to have some data about all the development going on and how tourism/foot traffic is only going to go up dramatically in the next few years. Do you have a suggestion on where I could obtain specific info regarding:

- Tourism numbers of LA, or DTLA, growth over time - projected growth over the next few years
- Anything on Sporting/Events/Convention traffic numbers - would be great to show how many people come thru (foot traffic) that direct area
- How big DTLA is? Residents or those that work there, I assume both are growing with all the construction
- Anything on spending in DTLA?

I'm trying to show how many people "could"

interact with ISWOF or be our potential target, and we'll need those numbers to project advertising, app installation, retail opportunities, etc...

Or, just some general info about how big/growing/amazing LA is - we can work with it!.....hope we can meet again soon with you!

Thank you so much!

Best,

**Dennis O'Donnell**  
**Man Of The World Media Consultants**

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